

Application Summary Sheet

Form A

ARIZONA COMMISSION ON THE ARTS

Applicant: **Arizona Western College, Yuma Campus**

Project Dir. Mary A. Murphy

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Application Number: **384-05**

Category: **MULTI-DISCIPLINARY PROJECTS**

Project Title: The Horizons Tour

Discipline: 14

Project Discipline: 14

Activity Type: 21

Legislative Dist: 024

Congressional Dist: 007

Address: P. O. Box 929 , Yuma, AZ 85366

County: Yuma

Authorizing Official: Don Shoening

Applied Last Year: ☒ Yes

REQUEST

Total ACA Grant Requested: \$5,500

Grant Amount Recommended: \$3,750

Previous Years Funded: ☒ FY2004

☒ FY2003

☒ FY2002

Rank: M+

Other applications from this organization:

Supplemental Materials: ☐ Slides ☐ CDs/Tapes ☐ Season Brochure ☒ Other:
☐ Photos ☐ Video ☐ News Clippings

Panel Comments:

Arizona Western College, Yuma Campus, 384-05, The Horizons Tour

Strengths:

J - Have a history but are looking at the program with new eyes.

Want to expose the arts to children.

Are fitting into the curriculum.

Season is different than last year.

Are concentrating on less is more - fewer artists for more in depth residencies. To be applauded for trying something new and thoughtful.

Are presenting a diverse range.

Have managerial ability according to their proposal.

Using audience to evaluate success.

College seems to be behind the arts.

The Commission's endorsement appears to be important to them.

Weaknesses:

J - Needed more information on the use of the funds they were requesting.

The Horizons Tour...celebrating our past while shaping our future
AWC Performing Arts Series/Residency Program
2004-05 Project Grant Application Narrative

Contact Person: Mary A. Murphy, Director of Campus Life
Contact Phone: (928) 344-7580
Grant Date: July 1, 2004 – June 30, 2005

Project Summary: In support of the Arizona Western College mission, this project is designed to serve as a significant team member in economic development, cultural enhancement and societal improvement for the residents of Yuma County by providing increased access to the visual and performing arts.

I: ARTISTIC QUALITY AND CREATIVITY:

According to the mission statement, "Arizona Western College offers educational, career, and lifelong learning opportunities through innovative partnerships which enhance the lives of people in Yuma and La Paz Counties." These partnerships generate a network of learning for toddlers, K-12 students, college students, residents, and vital, active winter visitors. With a commitment to being community centered and enhancing the cultural environment, *The Horizons Tour* is designed to promote increased access to the arts and contribute to the development of an appreciation for the aesthetic aspects of community life. Funding by the Arts Commission allows us to bring services to schools that may not otherwise be able to afford them or do not have the resources to seek grant assistance on their own.

Entering its 28th year, the "tour" has taken a different turn. The Yuma County grant applications have been collapsed into one main grant to promote program effectiveness and efficiency without diminishing the quality of the program. While it may look like the program has been cut, in reality, we have only decreased the number of artists visiting, extended the length of their stay, and designed the schedule in a manner that would support diversity and current world affairs through the use of the arts. This was done after a review of the past three years demonstrated patterns of inconsistency between attendance and satisfaction rates of main performances versus those of the residency/outreach services. Artists chosen were based on programmatic evaluations and feedback from K-12 administrators, community members, College staff assigned to the specific communities and our review panel. They were scheduled in a manner so that they could augment current themes, rather than compete, within the curriculum and reflect the overall mission of the program, College, Commission, and those we are reaching out to.

Over 7 months, the program will provide 120 opportunities—including 12 main performances and 108 lecture/demonstrations, workshops, assemblies and master classes—for student and community involvement in the arts. **Mariachi Corazon de Phoenix*** was selected for Hispanic Heritage Month. **Alan Prewitt—Ben Franklin Live*** was selected in an election year where students will be encouraged to develop a greater understanding of our political system throughout the curriculum. **Double Play*** has been selected to provide exposure to chamber music as well as exposure for our youth to successful people with disabilities. Native American hoop dancer **Brian Hammill*** was selected for Native American History Month. **Jazz Caribe and Leon Williams—Shattered Dreams**, were selected for Black History Month. **Edgar Cruz** was selected for his outstanding talents with the guitar; and the **Fushido Daiko Drummers*** were chosen as a precursor to Asian/Pacific Heritage Month. In addition, the **Missoula Children's Theater** and the **Arizona Western College Theater Department** (for which no funding is requested) will round out the season providing exposure to live theater performance.

The Horizons Tour...celebrating our past while shaping our future
AWC Performing Arts Series/Residency Program

II. ABILITY TO SERVE THE COMMUNITY

Arizona Western College takes pride in providing educational services across the 5000+ square miles of Yuma County. Our International Student Partnership represents a student population drawn from over twenty nations. We embrace winter visitors from across the country; and, we serve a community that is diverse both culturally and economically. The program is designed to provide on-going access to the arts in the K-12 school system and enhance the cultural opportunities available throughout Yuma County. The focus on providing exposure to the arts is enhanced by the educational approach taken by each of our artists promoting audience participation, performance etiquette, and in many cases, cultures and experiences foreign to the audience. The addition of schools that have not historically participated demonstrates the success of the program and the ongoing interest and appreciation of the community. The increase in main performance attendance demonstrates an on-going appreciation and desire for events such as these.

Yuma County members are by majority Hispanic. Bordered by reservations, our diverse population is infused with people of Native American as well African American heritage. The County can be broke into three geographical areas described as the "city", South Yuma County and East Yuma County with agriculture, tourism, military and government serving as the county's principal industries. Within the city, 36 schools will be invited to participate in the residency/outreach program with 12 main performances being provided throughout the county.

South Yuma County sits on the border of Mexico and is highlighted by the presence of the San Luis, Somerton and Gadsden communities. 95% of the population is Hispanic. Eight (8) public schools will be invited to participate in the performing arts/residency outreach program. Additionally, performances are scheduled in conjunction with major community events to increase exposure and community involvement opportunities.

East Yuma County sits geographically isolated from the city of Yuma. The Mohawk Valley, Wellton, Dateland, and Hyder communities are major contributors to the local agriculture economy. Its isolation provides ongoing challenges to bring affordable exposure to the arts. Three (3) schools and the outlying community will have an opportunity to participate in the program bringing together a population of farm owners, migrant workers, children and winter visitors to enjoy the arts in a community setting.

In all, 47 schools will receive informational packets inviting them to participate in this year's program. Eleven (11) performing artists/groups will provide access to 108 residency/outreach services and 13 main performances. With an average attendance of 175 students, it is anticipated that over 19,000 Pre K- 12 youth will participate in this year's program. Additionally, it is expected that over 3,000 community members will attend the public performances by artists in the series. This brings the total anticipated participation count to over 22,000 members of the Yuma County community.

At least one (1) evaluation form is submitted by participating schools to obtain ongoing evaluation and assessment of the artist as well as the overall program. Copies of the evaluations are provided to the artists for their review and are reviewed by the selection panel for future programmatic considerations. Additionally, anecdotal records from main performances are maintained to ensure the viability of the whole program.

The program is promoted locally in both print and through local broadcast media. A poster series is created for distribution throughout the greater Yuma area. 10,000 bookmarks are printed for distribution throughout the K-12 school system. The local newspaper, weekly ad magazine and City of Yuma Arts & Culture Division provide descriptive narratives about each event along with photo images when available. Yuma's local NBC affiliate welcomes our guests on the Morning Show, and often allows time for both an interview and brief performance—thus, promoting the program as well as extending additional exposure to the arts to those individuals who may not otherwise be able to attend.

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III. MANAGERIAL/ADMINISTRATIVE ABILITY

The Arizona Western College Performing Arts/Residency Outreach program is entering its 28th year of providing quality arts programs to Yuma County and falls under the responsibility of the Department of Campus Life. Mary Murphy, Director of Campus Life, is the assigned project coordinator and has served in this capacity for the last five seasons. Financial requirements are coordinated by the project director and are supervised and audited by the Arizona Western College Business Office to provide a system of checks and balances.

An advisory committee (see attached list) gives input and feedback regarding the artistic integrity of the project. Departmental staff provides administrative assistance for the organization, operation and supervision of all residency events and public performances, working in concert with participating school administrators and staff. On-going evaluation and feedback from participating schools and attendees at public performances is used to generate qualitative assessment of the program. Quantitative assessment is generated through participation numbers. Overall assessment of the program is determined on the value of both components. Positive feedback demonstrating an increased appreciation for the arts and educational value as well as increased participation will demonstrate ongoing success of the program.

IV. HISTORY OF THE ORGANIZATION

Arizona Western College, established in 1963, is dedicated to providing cultural and community service programs for the enrichment of the community and enhancing the quality of life in Yuma County. The mission of this project is to instill an interest in and appreciation for the performing arts within members of the communities served with an emphasis being placed on the youth. We have learned in the past five seasons is that young and old alike, regardless of socioeconomic status, appreciate this commitment. However, from an educational perspective, we learned that we could get greater leverage from the program by coordinating timelines and artists with traditional thematic months.

Time, funding, and a seemingly decreased emphasis on the arts are increasingly challenging today's schools. Administrative staffs have expressed increased concerns over the need to balance time with the desire to provide external learning opportunities. Thus, it was imperative that we find a way to wed the two. By decreasing the number of artists, and increasing the number of opportunities available by those who are scheduled, schools have expressed ongoing excitement about building these opportunities into the curriculum and becoming more holistic in our programmatic efforts. The increased willingness of schools to contribute financially to the success of the program demonstrates a strong desire for the presence of arts in education and Arizona Western College, with the support of the Arizona Commission on the Arts, is committed to supporting that need.

Project Budget

Outline below the budget for the specific project described in this application. Itemize expenses in each category. Refer to the Glossary for explanation of terms. Please round numbers to the nearest dollar. *This form automatically calculates totals; the "0"s will change to totals once you've entered your figures. Tab through entire form to get accurate totals.*

EXPENSES

Expenses (cash only)

1. Salaried Personnel/Staff
 - a) Administrative # of staff 1 \$ 11,550
 - b) Artistic # of staff _____ \$ _____
 - c) Technical/Prod # of staff _____ \$ _____
2. Contracted Services
 - a) Artists \$ 59,410
See Attached List
 - * Artist Fees \$45,280
 - * Lodging _____
 - * Performance Support \$ 4,410
 - b) Consultants/Other Experts \$ _____
3. Production Expenses \$ _____
4. Space Rental \$ 200
Historic Yuma Theater Rental
5. Travel \$ _____
6. Marketing/Promotion \$ 300
7. Remaining Operating Expenses \$ _____
8. Total Cash Expenses \$ 71,460
(Total Items 1 thru 7)

Cash Income
(Revenue + Support)
Revenue (earned income - cash only)

9. Admissions \$ 9,385
10. Contracted Services \$ 16,500
11. Other Revenue \$ _____
- Support (contributed income)
 12. Corporate Contributions \$ _____
 13. Foundation Grants \$ _____
 14. Other Private Contributions \$ _____
- Government Support
 - a) Federal \$ _____
 - b) Regional \$ _____
 - c) State (do not include this request) \$ _____
 - d) County \$ _____
 - e) City \$ _____
- Total Government Support \$ 0
16. Applicant Cash \$ 40,075
7. Cash Income Without Grant \$ 65,960
(Total items 9 thru 16)
18. Grant Amount Request \$ 5,500
19. Total Cash Income \$ 71,460
(Total Items 17 and 18)

NOTE: CASH EXPENSES MUST EQUAL CASH INCOME